

Business Proposal



Disusun oleh

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Ghalen Swivel Shoes

TABLE OF CONTENTS

TABLE OF CONTENTS	2
FOREWORD.....	3
CHAPTER I: INTRODUCTION	4
1.1 Background.....	4
1.2 Priority Issues.....	4
1.3 Program Benefits	4
1.4 Benefits and Expected Outcomes	5
CHAPTER II: DISCUSSION.....	6
2.1 Business Title	6
2.2 Business Banner	6
CHAPTER III OVERVIEW OF THE BUSINESS PLAN	7
3.1 Product Uniqueness.....	7
3.2 Market Segment.....	7
3.3 Business Location	7
CHAPTER IV: METHODS OF IMPLEMENTATION	8
4.1 Environmental Observation	8
4.2 Business Planning Development	8
4.3 Marketing Strategy	8
4.4 Business Preparation	8
4.5 Starting the Business	9
4.6 Manufacturing Process	9
4.7 SWOT Analyze.....	9
CHAPTER V: COST BUDGET	11
5.1 Initial Investment Budget	11
5.2 Monthly Operating Cost Budget.....	11
5.3 Projected Revenue.....	11
CHAPTER VI: CONCLUSION.....	12
6.1 Conclusion	12

FOREWORD

With the utmost gratitude, we offer our praise and thanks to God Almighty, for it is through His abundant grace, blessings, and guidance that we have been able to complete the business proposal for the shoe brand "Ghalen Swivel Shoes (GS)". This proposal is not merely a formal document; it is a manifestation of our spirit, vision, and dedication to creating a breakthrough in the fashion industry, particularly in footwear.

"GS Shoes" was born from a deep observation of the dynamics of modern lifestyles, where shoes no longer function solely as foot protection but have transformed into a crucial element of self-identity and creative expression. We see an opportunity not just to follow trends, but to create them. Through this proposal, we aim to present a comprehensive business plan founded on three main pillars: **limitless design innovation, uncompromising premium quality, and a strong commitment to environmental sustainability.**

The completion of this proposal would not have been possible without the support and contributions of various parties. Therefore, we wish to extend our sincere gratitude to Mr./Mrs. [Lecturer's Name, if necessary], as the supervising lecturer who has provided invaluable guidance, as well as to all colleagues and other parties who have offered inspiration and constructive feedback throughout this process. We hope this proposal can provide a clear, detailed, and convincing overview of the great potential held by "GS Shoes". May this document serve as a bridge between idea and execution, and as a solid guide in every step of our journey to build "GS Shoes" into a brand that is not only commercially successful but also loved by consumers and makes a positive impact on the wider community.

We recognize that this proposal still has room for improvement. Therefore, we welcome all forms of constructive criticism, suggestions, and feedback with open arms for our mutual progress.

Jakarta, July 15, 2025

Sincerely,

Mohamad Abrur Alaina
(Founder)

CHAPTER I: INTRODUCTION

1.1 Background

The shoe industry, particularly sneakers, has experienced rapid development from just functional footwear to a symbol of lifestyle and social status. Sneakers are now an integral part of the ever-growing fashion trend. The sneaker market today is not only dominated by big brands but also by local designers who offer new and unique innovations. In Indonesia, the demand for high-quality and innovative shoes continues to increase. Consumers are not only looking for products that are comfortable and durable but also those that have attractive designs and are in line with the latest trends. In addition, more and more consumers are concerned about the environment and are looking for products that are produced sustainably.

Against this backdrop, we see a great opportunity to develop a shoe business with the "GS Shoes" brand that prioritizes quality, innovation and sustainability. GS Shoes is here to meet consumer needs for shoes that are not only functional but also stylish and environmentally friendly.

1.2 Priority Issues

In developing a shoe business, some priority issues that need to be considered include:

- a) **High Market Competition:**
The shoe market is highly competitive with many big brands and local designers offering a wide range of products.
- b) **The Need for Continuous Innovation:**
Fashion trends are constantly changing, so innovation in design and technology is essential to stay relevant.
- c) **Rapid Fashion Trend Changes:**
Consumers often change preferences, so an effective marketing strategy is needed to keep up with these trends.
- d) **Consumer Awareness of Sustainability and the Environment:**
Consumers are increasingly concerned about the environmental impact of the products they buy, so the use of eco-friendly materials and responsible production processes is very important.

1.3 Program Benefits

The program is expected to:

- a) **Providing High Quality and Innovative Shoe Products:**
Our products are designed to provide maximum comfort and durability, with designs that keep up with the latest trends.
- b) **Improving Customer Satisfaction:**
Through unique design, convenience, and high product quality, we hope to increase customer satisfaction and loyalty.

c) **Creating New Jobs:**

With the development of this business, we hope to open new jobs for the surrounding community.

d) **Contributing to local economic growth:**

We are committed to using local raw materials and working closely with local producers to support local economic growth.

1.4 Benefits and Expected Outcomes

Expected benefits of the program include:

a) **Increased Brand Awareness:**

Through an effective marketing strategy, we hope to increase consumer awareness of the GS Shoes brand.

b) **Sales Increase:**

With quality products and the right marketing strategy, we hope to increase sales significantly.

c) **Customer Loyalty:**

Through satisfactory products, we hope to build strong customer loyalty.

The expected output is a collection of shoes that are well received by the market and recognized for their quality as well as innovation, increased customer numbers, and sustainable business growth.

CHAPTER II: DISCUSSION

2.1 Business Title



"Ghalen Swivel Shoes - Let's rock the shoe game together!"

2.2 Business Banner



CHAPTER III OVERVIEW OF THE BUSINESS PLAN

3.1 Product Uniqueness

GS Shoes offers shoe products that have several uniquenesses, including:

- a) **Stunning Design:**
Our shoe designs follow the latest fashion trends and are designed by talented designers.
- b) **Main Conveniences:**
Each shoe is designed to provide maximum comfort for the user, both for daily activities and sports.
- c) **Premium Quality:**
We use high-quality raw materials and meticulous production processes to ensure the durability of the products.
- d) **Unlimited Creativity:**
We are always innovating in design and technology to present products that are unique and different from others.
- e) **Concern for the Environment:**
We are committed to using eco-friendly materials and responsible production processes.

3.2 Market Segment

The sneaker market is increasingly competitive with the influx of independent brands and local designers offering new innovations and creativity. Consumers are increasingly concerned about environmental and sustainability aspects, which encourages the use of environmentally friendly materials and responsible production processes. In this condition, GS Shoes is here as a solution for consumers who are looking for high-quality, innovative, and environmentally friendly shoes.

3.3 Business Location

The business location will be in a strategic area that is easily accessible to the target market. We plan to have physical stores in well-known shopping malls as well as develop online stores to reach a wider range of consumers. The selection of this location is based on a market analysis that shows the high demand for quality shoes in the area.

CHAPTER IV: METHODS OF IMPLEMENTATION

4.1 Environmental Observation

Conduct market observation and analysis to understand consumer needs and preferences, as well as monitor the latest trends in the shoe industry. These observations include consumer surveys, competitor analysis, and fashion trend studies.

4.2 Business Planning Development

Develop a business plan that includes marketing, operational, and financial strategies to achieve business goals. This plan will include market analysis, market segmentation, target market, product positioning, pricing strategy, distribution strategy, and promotion strategy.

4.3 Marketing Strategy

Using various marketing strategies to increase brand awareness and sales, including:

1. **Social Media:**
Using platforms like Instagram, Facebook, and TikTok to promote products and interact with consumers.
2. **Influencer Marketing:**
Working with influencers who have a large and relevant follower base to increase brand exposure.
3. **Exclusive Events:**
Hold product launch events, pop-up stores, and collaboration events with local designers or artists to attract consumers' attention.
4. **Digital Marketing:**
Optimize the use of SEO, Google Ads, and email marketing to reach a wider target market.

4.4 Business Preparation

Prepare all operational needs, including the provision of raw materials, production equipment, and employee training. This preparation includes:

1. **Raw Material Procurement:**
Selecting and purchasing high-quality raw materials from trusted suppliers.
2. **Production Equipment Supply:**
Purchasing and installing modern production equipment to ensure production efficiency and quality.
3. **Employee Training:**
Train employees in production techniques, quality control, and customer service to ensure high standards.

4.5 Starting the Business

Launched GS Shoes products to the market with various promotions and launch events to attract the attention of consumers. These steps include:

1. **Soft Launch:**
Conduct a limited launch to gather initial feedback from consumers and make adjustments if needed.
2. **Grand Launch:**
Hold a massive launch event with special promotions, discounts, and attractive prizes to attract consumers.
3. **Product Distribution:**
Ensure products are available in physical and online stores, and work with distribution partners to reach consumers in multiple locations.

4.6 Manufacturing Process

The production process involves advanced technology to ensure the quality, convenience, and sustainability of the product. The stages of the manufacturing process include:

1. **Design:**
Designing innovative shoe models that are in line with the latest trends.
2. **Material Selection:**
Choose high-quality and eco-friendly raw materials.
3. **Prototyping:**
Prototype shoes to test design and functionality.
4. **Mass Production:**
Producing shoes in bulk with strict quality control.
5. **Packaging:**
Packaging products with attractive and environmentally friendly packaging.
6. **Distribution:**
Ship products to physical stores and online customers.

4.7 SWOT Analyze

Stengths	<ol style="list-style-type: none">1. High-quality and innovative products2. Eye-catching and trend-following design3. Concern for the environment4. Experienced and dedicated team
Weaknesses	<ol style="list-style-type: none">1. The premium price of GS Shoes may be less affordable for some consumers

	<ol style="list-style-type: none"> 2. Reliance on online distribution channels 3. Limited global presence
Opportunities	<ol style="list-style-type: none"> 1. Diversify products to reach a wider market segment 2. International expansion to increase market share 3. Continuous product innovation to maintain relevance
Threats	<ol style="list-style-type: none"> 1. Fierce competition with big brands and other local designers 2. Rapid fashion trend changes 3. Global economic challenges that can affect consumer purchasing power

CHAPTER V: COST BUDGET

5.1 Initial Investment Budget

<i>Items</i>	<i>Cost (Rp)</i>
<i>Rent Location</i>	100,000,000
<i>Store Renovation and Decoration</i>	50,000,000
<i>Production Equipment Purchase</i>	75,000,000
<i>Procurement of Raw Materials</i>	50,000,000
<i>Website Development</i>	20,000,000
<i>Initial Promotion and Marketing</i>	30,000,000
<i>Miscellaneous</i>	25,000,000
<i>Total</i>	350,000,000

5.2 Monthly Operating Cost Budget

<i>Items</i>	<i>Cost (Rp)</i>
<i>Employee Salary</i>	60,000,000
<i>Raw Material Cost</i>	40,000,000
<i>Store Operating Costs</i>	20,000,000
<i>Promotion and Marketing</i>	15,000,000
<i>Electricity and Water Costs</i>	5,000,000
<i>Miscellaneous</i>	10,000,000
<i>Total</i>	150,000,000

5.3 Projected Revenue

<i>Month</i>	<i>Income (Rp)</i>
<i>Month 1</i>	100,000,000
<i>Month 2</i>	150,000,000
<i>Month 3</i>	200,000,000
<i>Month 4</i>	250,000,000
<i>Month 5</i>	300,000,000
<i>Month 6</i>	350,000,000
<i>Total (6 Months)</i>	1,350,000,000

CHAPTER VI: CONCLUSION

6.1 Conclusion

GS Shoes is here to meet consumer needs for innovative, quality, and environmentally friendly shoes. With the right strategy, we are confident that we can compete in the competitive sneaker market and make a positive contribution to the community and the environment. We are committed to continuously innovating and improving the quality of our products to achieve customer satisfaction and sustainable business growth.

With the support and cooperation of various parties, we are optimistic that GS Shoes will become one of the main players in the shoe industry in Indonesia and internationally. We invite all parties to participate in realizing this vision and mission for mutual progress.

This proposal is prepared in more detail to provide a comprehensive overview of the "GS Shoes" business plan. Please add specific information as needed, such as a more detailed cost budget table and business banner images.